

Franklin Simon & Co.

Fifth Avenue, 57th and 58th Sts., New York



127 WOMEN'S TAFFETA GOWN with eyelet embroidery in self color; navy blue, brown or black; single faced in contrasting color. 58.00

129 WOMEN'S CREPE SATIN METEOR GOWN with soft tone head embroidery; light gray, navy blue, brown or black. 89.50

HATS. Illustrations from our French Millinery Shop. Prices upon application.

Women's Advance Spring Model SILK GOWNS

THE Silk Gown for immediate wear on all afternoon and informal occasions acts as usher to the vogue of silk for spring, presages the pendant for eyelet embroidery as a smart new fashion, and forecasts the season's silhouette as slender.

WOMEN'S GOWN SHOP Third Floor

131 WOMEN'S SILK ALGERIAN CREPE GOWN with embroidery in self color; white, light gray, navy blue, brown or black. 78.00

133 WOMEN'S TAFFETA GOWN with eyelet embroidery in self color; navy blue, brown or black. 48.00

Prompt Delivery Free Anywhere in the United States. Phone, 6900 Fitz Roy.

"MIGEL SILKS" TAL-LY-HO!

The only really new outdoors silk developed this season.

Its beauty and its distinction of weave, color and design make it an essential to the smart Southland vacation wardrobe. This means it is the accepted fashion fabric for Spring and Summer 1921.

A most entrancing Exposition of TAL-LY-HO! and of Novelty Moon Glo Crepe will be shown by

Stern Brothers

West 42d St. (Between Fifth and Sixth Ave.) West 43d St.

beginning tomorrow, January 17th.

The name will be found on the selvege as an assurance.



Francis



By a special process we first wash your hair and then, while still wet, roll it in the permanent waves. Beautiful, deep, lasting waves is the result. You are required to stay at least six months. Work done by Monsieur Thomas from Paris. \$25 all over the head. \$1.00 per curl.

Francis 8 west 37th street

Ceyser Electric Washer



The Geyser Washer is the smallest efficient washer made. A geyser of suds is driven thru and thru the clothes. For information telephone 6712 and 6124. Booklet and easy term payment proposition sent on request.

Geyser
Washing
Machine Co.
1770 Broadway

Permanent Wave '16

(Half of head)
Or \$1.00 Per Curl
By famous C. F. Therapeutic Steaming Process. Highly beneficial to the hair. Testimonials for your reference.

Care of Prematurely Gray Hair.
Special face treatments. Send for Method engravings.
CHARLES & RUTH FREY,
Hair and Skin Specialists
11 E. 41st St., at 5th Av.
Telephone 3384 Murray Hill.

The HARDMAN FIVE-FOOT GRAND

Tetrazzini says—

I am again delighted to be able to use your perfect instrument on my forthcoming transcontinental tour in America during the season of 1920-1921. It has always given me thorough satisfaction. —Luisa Tetrazzini

Such measure of artistic appreciation from this gifted coloratura is reason enough why your piano should be a Hardman Five-foot Grand.

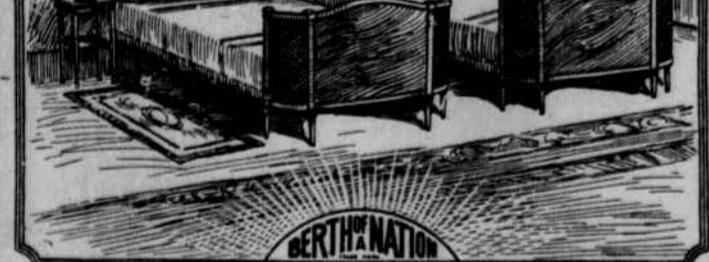
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433 Fifth Avenue, New York City
Brooklyn, 47-51 Flatbush Ave
Represented in all cities.

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In Platinum or Gold
style hexagon setting
—looks like platinum
(like illustration), for
your solitaire or 5 to
7 small diamonds.
**COMPLETE \$8.50
Only.**
Beautiful Platinum
Settings, \$35 to \$95
Diamonds Bought and Sold for Cash
Old Jewelry Remounted and Repaired

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The Oldest Yarn House
In America—Est. 1858.
Yarns, all colors, Columbia and
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Tapestry Yarns, Chair Seats,
Pillow Tops in petit-point,
up to \$180 each. All
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Jackets, Hosiery, Sweaters
Knit Underwear, etc., etc.,
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THE BOW FOOT ENDS
Give Additional Charm and Character to
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THIS new feature in Greenpoint Beds is only
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designers. The superiority of construction and
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wood finishes.

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Has no hooks,
eyes nor buttons.
The Figure You Admire is Obtained by Wearing the Circle
"It Beautifies as it Encircles"

All Good Stores—\$1.50 to \$3.00
Nemo Hygienic-Fashion Institute
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At Marked Prices

You will want an odd piece of furniture or a full suite.

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7 Piece American Walnut Suite: Bow end Bed and 54 inch Dresser. \$387.00

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All our styles are NEW and UP-TO-DATE.
Rugs included. No job lots.

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Three Slices of Basy Bread a day, help reduce your weight in a natural way.
Doctors' Essential Foods Co., Orange, N. J.

Gentlemen—Please mark "Perishable" on my parcel each week. I know the mails are often delayed and I want to take every precaution against being without the bread. I am losing in weight, and I have not had such perfect digestion in years, which is so important. Very sincerely,

L. K. C., Washington, D. C.
DOCTORS' ESSENTIAL FOODS CO.
21 Oakwood Ave., Orange, N. J.

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You will be very much interested in the Basy Bread booklet, which gives reliable information on obesity and how to reduce. Write for your copy to-day. Sent in sealed, plain cover, postage prepaid.

Yours truly,
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